

Supplier: Raining Rose

1. How long has your company been in the Promotional Products Industry?

Since 2003

2. What are your key markets?

Healthcare, Dental, Education (Universities and K-12) Financial and Corporations

3. What is your favorite quote and why?

What is done in LOVE is done well!! By Vincent Van Gogh

I love this quote because it is so true for our business.... You have to personally LOVE the products you sell and the rest just falls into place. ☺

4. Share a case history of your top market.

Real Estate

A real estate agent in a large metropolitan city was tired of being just another realtor among many other agents. She really wanted to impress potential buyers with a standout item that was both useful and promotional. She was taking ibuprofen for aches and pains once a day, and suddenly the idea dawned on her to print her name on a travel size container of ibuprofen. On the label she decided to print, "Let us make buying a home, headache-free!!" She printed her name, phone # and email on the label and gave it to each potential buyer at the end of a showing. People responded with a small laugh or smile but remembered her. She soon saw a dramatic increase in calls regarding interest in properties on the market. This also generated quite a few referrals as well.

5. What is your favorite industry event?

AzPPA Events of course!! I love being a part of such an incredible group and have built many meaningful relationships.

6. What is your top selling product and why?

Our Broad spectrum Lip Balm is our Top Selling Lip Balm. It is such a great product providing complete sun screen protection- much needed product in Arizona. This Lip balm gives the client 1000 impressions in such a small product. It provides incredible promotional value.

7. What printing process do you use?

Full color (4-color process), direct print , 4 Color Process

8. Are you anticipating any changes in your printing processes for the next year?

No

9. If you could spend an hour with a famous person, (living or from the past) who would it be?

Abraham Lincoln- I find him fascinating and so intellectually stimulating. I would love to hear more about the challenges he faced in his life.